

Dear Parent / Guardian,

Our school and Sport England would like to find out about the sports and physical activities our pupils take part in, both in and out of school. The information collected will be used to:

- **Provide a report to our school** to help us understand what our pupils are doing and what we can do to support them
- **Help Sport England invest** in opportunities for children and young people to take part in and benefit from sport and physical activity.

Key Stage 1 have been selected to take part in the survey. An explanation of what the survey will cover will be provided to your child before they complete in class and they can tell their teacher if they do not wish to take part. **If you do not want your child to take part, please let their class teacher know.** If you are happy for your child to take part, you do not need to do anything.

WE NEED YOUR HELP TOO

Our school and Sport England would also **like you to complete an online survey about your child.** It will take about 10 minutes. It's important that a range of parents take part no matter how much activity their child does. You can complete the survey on a computer, laptop, tablet or smartphone. Please use the link below to access the survey.

GO TO WEBSITE TO COMPLETE THE SURVEY:



<https://ipsos.uk/NTNWZJK>

Please complete this survey thinking about your child(ren) in Year 1 or Year 2.

You may find it helpful to complete the survey with your child(ren).

Sport England will give our school credits worth £10 to spend on equipment for every parent who takes part.

The surveys are hosted by Ipsos MORI, a research organisation. Ipsos MORI will store all information securely and keep it confidential.

Further information can be found on the next page or contact **Mrs Swindells** if you have any questions. We hope that you will be able to take part in this important study. Thank you in advance for your help.

Many thanks
Mrs Swindells

ANDREW SPIERS, Strategic Lead: Research
& Analysis SPORT ENGLAND

My child doesn't do many sports or activities, should I still take part?

Yes – it is important as many parents as possible take part. Sport England want to find out what children are **not** doing as well as what activities they are doing.

What type of questions will be asked?

Your child will be asked about participation in sports and physical activity, attitudes to activity, wellbeing, age and gender. The survey asks for their birthday so that their answers can be matched to the survey you complete based on age, birthday and gender.

You will be asked to provide more detail about the activities your child does. Some questions have a 'prefer not to say' option and you do not need to answer these questions. This includes questions about ethnicity and disability. There are also some questions not related to sport and physical activity that ask about things such as holidays, car ownership, and availability of computers. These are asked to help us understand how wider factors may impact on children's engagement in sport and physical activity.

I don't have 10 minutes to complete the survey all in one go

That is ok – you can complete it in smaller parts. If you have to close the survey part way through a unique link will be emailed to you so you can return to the survey at a later time. You will need to provide your email address at the start of the survey for this facility to work. The email address you provide is not used for any other purpose, and you do not have to provide an email if you would like to complete the survey in one go.

What if I can't access the URL?

If you have any technical issues you can email activeliveschild.help@ipsos.com with your queries. In the message include your child's school, your query and what help you need – you do not need to give your name, your child's name or other personal information.

I have more than one child in Key Stage 1 – what do I do?

If you have more than one child in **Year 1 or Year 2** you can complete the survey twice, thinking about a different child each time. If you only wish to complete the survey once please complete it for the child whose name is earliest in the alphabet.

How will the information I provide be used?

Your answers will be combined with other people's answers and only anonymous data will be reported. The results will be presented in a statistical report and no individual child, parent or school will be identified in the published report or statistics. Our school will also receive a report summarising our results from the survey if we submit enough responses – survey responses will be combined so that individual pupils or parents cannot be identified in this report.

Why were we chosen for the survey?

A random selection of schools across the country and classes within those schools have been invited to take part. Some schools which were not selected have also opted to take part so that they can receive a report about the activity levels amongst their pupils.

Is confidentiality guaranteed?

Yes. Data will be used for research purposes only and in accordance with Market Research Society Code of Conduct and the General Data Protection Regulation (GDPR). If you or your child has any concerns about data privacy please refer to the Privacy Notice: www.sportengland.org/ALCYPrivacyPolicy. This details who Ipsos MORI are, the personal data collected, how it is used, who it is shared with, and what your legal rights are in relation to this survey. The Privacy Notice has also been shared with teachers. Sport England and Active Partnerships (the organisations which recruit schools to take part) will know which schools and year groups have taken part but not the individual children or parents. You and your child will not be required to provide your names.
